Washington State Magazine’s combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

Washington State Magazine is the window on Washington State University—around the state and around the world—for more than 150,000 well-educated, multinational readers.

We tell Washington State’s stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.
average total circulation: **150,000**

**QUARTERLY : : FULL COLOR : : 56 PAGES**

ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

**commitment to sustainability**


**digital versions**


**circulation + distribution**

A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.
### gender
- Male: 51%
- Female: 49%

### age distribution
<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>under 20</td>
<td>&lt; 1%</td>
</tr>
<tr>
<td>21–25</td>
<td>6%</td>
</tr>
<tr>
<td>26–30</td>
<td>10%</td>
</tr>
<tr>
<td>31–40</td>
<td>20%</td>
</tr>
<tr>
<td>41–50</td>
<td>21%</td>
</tr>
<tr>
<td>51–60</td>
<td>22%</td>
</tr>
<tr>
<td>61–70</td>
<td>12%</td>
</tr>
<tr>
<td>over 71</td>
<td>9%</td>
</tr>
</tbody>
</table>

### level of education (alumni)
- Bachelor degree: 82%
- Masters degree: 12%
- Doctoral degree: 6%

### market areas
- Seattle/Tacoma/Olympia CSA: 35%
- Portland (Vancouver) MSA: 11% (other Oregon: 1%)
- Tri-Cities/central Washington: 10%
- Spokane/Coeur d’Alene: 10% (and adjacent counties)
- Pullman/Moscow: 6% (and adjacent counties)
- N. California: 4% S. California: 4%
- other Idaho: 2% NY/New England: 2%
- Arizona: 2% Texas: 1% Washington DC: 1%
- other US: 11% other int’l: < 1%

### sample stories + departments

#### spring 2021
**Circling back to hydrogen**
Stories of resolve from distant circles

**How history can comfort**

#### summer 2021
**Living the life precarious**
What’s up? Doctors.

**American democracy: An inflection point**

#### fall 2021
**Chinese culture in the NW**
50 years of connecting to our great outdoors

**A virus revisited**

#### winter 2021
**Plastic is a big word**
Taking a stroll through the Collections

**Climate patterns laid bare**

*contact: Lowell Ganin | c: 520-307-1759 | w: 206-717-5808 | lowell@everedify.com*
in season
Wild things
Jalapeños were the gateway (Peppers)
First you have to find them
New stars of the market shelf

sports
One kickin’ season
New coach, new era
“The Voice”
Cougar confidential
Guiding a transition game

alumni profiles
Rockin’ the stars
Stepping up her game
He got the call
Heaven so fine
ad sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>two-page spread (bleed)*</td>
<td>16.75&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>two-page spread (no bleed)</td>
<td>16.25&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>full-page (bleed)*</td>
<td>8.375&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>full-page (no bleed)</td>
<td>7.625&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2/3-page (bleed)*</td>
<td>5.25&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>2/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>9.125&quot;</td>
</tr>
<tr>
<td>1/2-page (bleed)*</td>
<td>8.375&quot;</td>
<td>5.25&quot;</td>
</tr>
<tr>
<td>1/2-page (no bleed)</td>
<td>7.125&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>1/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>business card (no bleed)**</td>
<td>2.125&quot;</td>
<td>3.5&quot;</td>
</tr>
</tbody>
</table>

**BLEED SPECIFICATIONS:** Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

AD GRID MARGINS: All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

**The business card ad has special specifications.

artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Coated (SWOP) v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at [magazine.wsu.edu/artwork](http://magazine.wsu.edu/artwork). Washington State Magazine is not responsible for the quality of any printed ad that does not conform to these specifications.

SUBMISSION INSTRUCTIONS

Digital files may be submitted to the art director on a CD/DVD via FTP at [filetransfer.wsu.edu](http://filetransfer.wsu.edu) (use j Paxson@wsu.edu as the recipient’s name), or by email (under 10MB) to j Paxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.
ad rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
</tr>
</thead>
<tbody>
<tr>
<td>two-page spread</td>
<td>$7,430</td>
<td>$7,060</td>
<td>$6,705</td>
</tr>
<tr>
<td>full-page</td>
<td>$4,150</td>
<td>$3,945</td>
<td>$3,745</td>
</tr>
<tr>
<td>2/3-page</td>
<td>$3,485</td>
<td>$3,310</td>
<td>$3,145</td>
</tr>
<tr>
<td>1/2-page</td>
<td>$2,655</td>
<td>$2,520</td>
<td>$2,395</td>
</tr>
<tr>
<td>1/3-page</td>
<td>$2,075</td>
<td>$1,970</td>
<td>$1,875</td>
</tr>
<tr>
<td>business card</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
</tr>
</tbody>
</table>

Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

advertising deadlines

<table>
<thead>
<tr>
<th>issue</th>
<th>space close</th>
<th>ad due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2022 (Spring)</td>
<td>10/22/21</td>
<td>12/3/21</td>
</tr>
<tr>
<td>May 2022 (Summer) - exclusive distribution</td>
<td>1/28/22</td>
<td>3/11/22</td>
</tr>
<tr>
<td>August 2022 (Fall)</td>
<td>4/22/22</td>
<td>6/3/22</td>
</tr>
<tr>
<td>November 2022 (Winter)</td>
<td>7/22/22</td>
<td>9/2/22</td>
</tr>
</tbody>
</table>

Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

AVAILABLE ON REQUEST
Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.
kudos

From its very first issue, Washington State Magazine has consistently been recognized for excellence in writing, design, and photography by the Council for Advancement and Support of Education (CASE), an international organization that promotes excellence in educational advancement through alumni relations, communications, marketing, and fundraising.

MAGAZINE STAFF

Editor: Larry Clark ’94
Associate Editor: Adriana Janovich
Art Director: John Paxson
Writers: Rebecca Phillips, Alysen Boston

legal stuff

ADVERTISING RESTRICTIONS

Washington State Magazine reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. WSM will not accept ads for:

- casinos, gambling, or other wagering companies, websites, or facilities
- websites or publications containing adult or pornographic content

Additionally, postal regulations prohibit Washington State Magazine from accepting print advertising for credit cards, insurance, or travel arrangements. This does not apply to web advertising.

DELIVERY ADDRESS

Washington State Magazine Advertising
Information Technology Building, Room 2013
Washington State University
PO Box 641227
Pullman, WA 99164-1227